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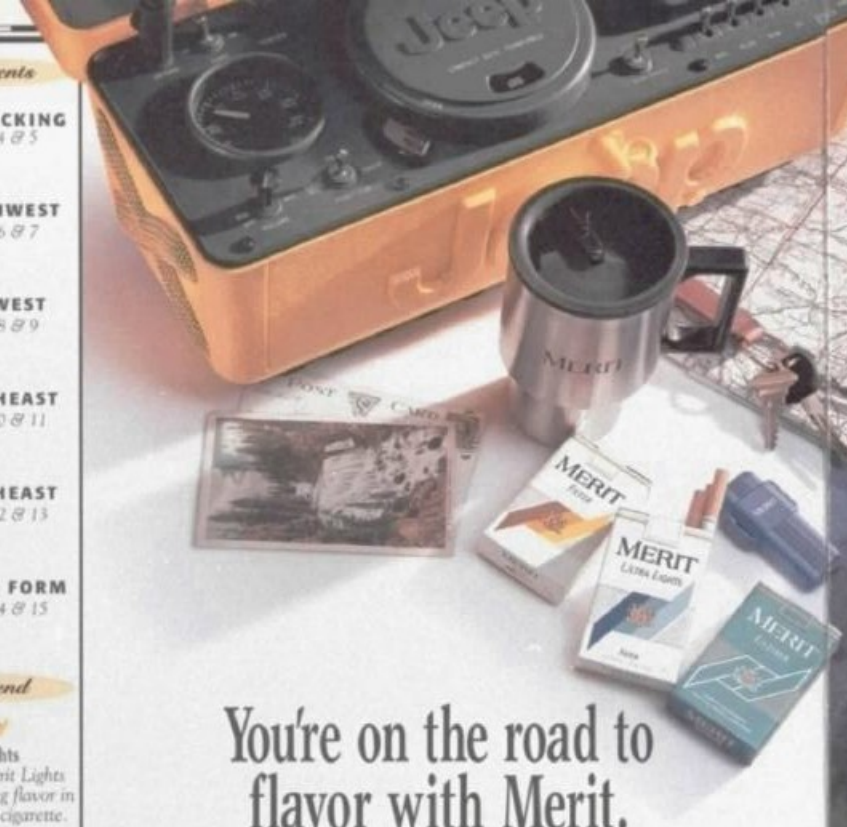
Legend

Lights
Take Merit Lights to satisfying flavor in a low tar cigarette.

Ultra Lights
Follow Merit Ultra Lights to satisfying flavor at even lower tar.

Lowest
Merit Ultima leads to flavor you can enjoy, even at the lowest tar.



You're on the road to flavor with Merit.

You've discovered satisfying flavor at lower tar with Merit. Now we'd like you to come along as we discover local flavors, styles and designs from around the country. Bring what you like home with you–everything here is yours free, just by saving pack UPCs.

So sit back, relax, and enjoy the ride.

MERIT AWARDS

Ultima: 1 mg "tar," 0.1 mg nicotine–Ultra Lights: 5 mg "tar," 0.4 mg nicotine–Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

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Source: https://www.industrydocuments.ucsf.edu/docs/[illegible]0003

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